



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

MEMORANDUM

TO: Members of the Hernando County Tourist Development Council

FROM: Tammy J. Heon, Manager, Tourism Development

SUBJECT: TDC Meeting

DATE: May 19, 2026

Attached are your agenda and back up materials for the TDC Meeting scheduled for **2:00 pm on Thursday, May 21, 2026**. This meeting will be held at the **Florida's Adventure Coast Visitors Bureau, 205 E. Fort Dade Ave., Brooksville.**

If you have not already done so, please confirm your attendance, via phone to 352-754-4405 x16009 or email to mrose@FloridasAdventureCoast.com.

Thank you,

Tammy J. Heon
Manager, Tourism Development

**Hernando County
Tourist Development Council
Members**

Brian Hawkins
Hernando County
Board of County Commissioners

Christa Tanner
Mayor, City of Brooksville

John "JW" McKethan
City of Brooksville

Roger King
The Dolan House
Chairman

Diane Greenwell
Hernando County
Fine Arts Council

Yann Milcendeau
Hernando Beach Motel

Therese White
Motel 6

Stanley J. Kaszuba III
Trek Spring Hill

Tom St Clair, PhD
President and Conservation Chair
Hernando Audubon Society

Tammy J. Heon
Manager, Tourism Development

Nature's Place to Play

Hernando County Tourist Development Council Meeting

May 21, 2026, 2:00-4:00 PM

Location: Florida's Adventure Coast Visitors Bureau,
205 E. Ft. Dade Ave., Brooksville, FL 34601



Mission Statement

To promote Florida's Adventure Coast, Brooksville - Weeki Wachee as a vibrant destination while driving economic growth, fostering strategic partnerships and preserving the natural beauty and cultural heritage of our community.

2:00 **Call to Order**

2:00-2:45 **Approval of the Minutes** - *Action Item*

- March 2026 Meeting Minutes

Finance Report - Tammy Heon

Manager's Report - Tammy Heon

Consent Agenda

- PR Reports
- Social Media Report
- Website Analytics
- Zartico Reports
- Key Data Analytics

2:45 **Old Business**
None

2:45-3:30 **New Business**

- 2026-2027 Budget Review - *Action Item*

3:30-3:45

Reports from the TDC Members

- Brian Hawkins, Hernando County Commissioner
- Christa Tanner, City of Brooksville
- JW McKethan, City of Brooksville
- Roger King, The Dolan House
- Diane Greenwell, HC Fine Arts Council
- Yann Milcendeau, Hernando Beach Motel
- Therese White, Motel 6
- Stan Kaszuba III, Trek Spring Hill
- Tom St Clair, PhD, Hernando Audubon Society

3:45-4:00

Public Comment

4:00

Adjournment of Business Meeting

Two or more Brookville City Council Members may be attending and participating in the TDC meetings.

HERNANDO COUNTY TOURIST DEVELOPMENT COUNCIL

Mission Statement: “To promote Florida’s Adventure Coast, Brooksville - Weeki Wachee as a vibrant destination while driving economic growth, fostering strategic partnerships and preserving the natural beauty and cultural heritage of our community.”

March 19, 2026 – MINUTES OF MEETING

The Hernando County Tourist Development Council conducted their meeting on Thursday, March 19, 2026, at 2:00 pm. The meeting was held at Florida’s Adventure Coast Visitors Bureau, 205 E. Fort Dade Ave., Brooksville, FL 34601. The meeting had been advertised, and the public was invited to attend. The following is an attendance record and summary of discussions that took place at the meeting.

MEMBERS PRESENT:

Roger King
Diane Greenwell
Yann Milcendeau
Therese White
Stan Kaszuba

STAFF:

Tammy Heon, Tourism Development Manager
Valerie Pianta, Director of Economic Development
Michelle Rose, Administrative Assistant II
John Athanason, Multimedia Communication Spec.
Shannon Craig, Multimedia Communication Spec.

EXCUSED: Brian Hawkins, Christa Tanner, JW McKethan

GUESTS: Commissioner Ryan Amsler and several members of Coastal Hernando Business Group joined the public meeting.

CALL TO ORDER: Roger King called the meeting to order at 2:04 pm, on Thursday, March 19, 2026. The following is a summary of discussions that took place.

MILES PARTNERSHIP PRESENTATION: Tammy Heon introduced Samantha “Sam” Sommers, Account Director with Miles Partnership. Sam and her team have been doing amazing work on our behalf, and Tammy was excited for Sam to show the brand refresh, results from phase one media campaign , and recommendations for phase two media campaign.

Sam shared that she had spent time in the destination prior to the meeting, including paddleboarding the Weeki Wachee River, visiting Pine Island, enjoying dinner, sunset and dolphins aboard the Marina Rose, dining in Hernando Beach, shopping locally, and staying at the Fairfield Inn. She described the Weeki Wachee River experience as one of her top paddling experiences.

Sam explained that the presentation would cover three primary topics:

- ❖ The proposed brand refresh and logo direction
- ❖ Results from the phase one media campaign

- ❖ Recommendations for the phase two media plan, scheduled to run from May through September

Brand Refresh and Logo Discussion

Miles Partnership reviewed the process used to evaluate and refresh the Florida's Adventure Coast brand. The overall purpose of the brand work was to strengthen the destination's identity by aligning the brand and campaigns with the emotional drivers that motivate visitation.

The Miles team reviewed existing research and identified several important insights. Visitors respond positively to Hernando County and Florida's Adventure Coast, but the destination has limited distinction from the broader Nature Coast. The research also showed a pattern of day-trip visitation, with opportunities to increase overnight stays. Existing messaging has focused heavily on activities, while the new brand direction aims to emphasize how the destination feels.

Sam explained that the word "adventure" can be interpreted in many ways. Rather than presenting adventure only as high-energy activity, the refreshed brand seeks to define adventure as a feeling, a sense of discovery, nostalgia, relaxation, and personal connection.

Three logo directions were presented:

- ❖ **Direction One** updated the existing logo with revised typography and a mermaid icon.
- ❖ **Direction Two** simplified and elevated the existing elements into a more refined seal-style mark.
- ❖ **Direction Three** introduced a more nostalgic, vintage-inspired direction with an "old Florida" feel, postcard and postage stamp influences, and community-specific logo variations.

Direction Three received the strongest support. The concept centered on the idea of "adventure wishes you were here," using retro-inspired visual treatments, simplified typography, and a stronger emotional connection. The direction also allows for individual community marks for Brooksville, Weeki Wachee, Hernando Beach, and other areas within Hernando County.

Miles Partnership reported that consumer testing was conducted with a sample of 300 Florida residents within the target audience. The testing found that Direction Three had the strongest emotional resonance across age groups. The research also confirmed that the name "Adventure Coast" carries strong equity and that the vintage aesthetic helps differentiate the destination from other Florida destinations.

TDC Council members discussed the simplicity of the proposed design, the role of the mermaid icon, the potential for merchandise, and the importance of standing out in a crowded Florida tourism marketplace. Several members noted that the nostalgic treatment felt authentic to the destination and could translate well to signage, stickers, t-shirts, coasters, and other branded materials.

The Council expressed broad support for Direction Three, with some discussion about whether the mermaid could be slightly larger in certain versions. Tammy Heon noted that while the

direction had been selected, minor refinements could still be considered without compromising the clean, simple design.

Phase One Media Campaign Results

Sam reviewed the phase one media strategy, which launched earlier in the year to “keep the lights on” while the brand refresh was being developed. The campaign goals were to introduce or reintroduce Florida’s Adventure Coast to target audiences, establish baseline performance data, and promote outdoor adventure experiences.

The campaign targeted travel-intending audiences and layered in geographic and behavioral targeting. Key audience interests included families with children, golf and disc golf, wildlife viewing, birding, spring runs, paddling, events, festivals, fishing, and related travel behaviors.

The phase one campaign included:

- ❖ Programmatic connected television
- ❖ Programmatic native advertising
- ❖ Search engine marketing
- ❖ Paid social media on Facebook and Instagram

Therese White joined the meeting at 2:43 pm.

Programmatic Media: Nearly 75% of all digital media is placed programmatically in today's day and age. Programmatic is an automated way to buy advertising, reaching the right people at the right place, on the right platform, at the right time. Ad Genuity, Mile’s partner for programmatic media, looks at travel behaviors, overall interests, online shopping, and behaviors in general. Ads appear based on the people who fit our targeting criteria.

Programmatic Connected Television

The connected television campaign used a 30-second video spot and delivered nearly one million impressions at the time of reporting. The campaign produced an efficient cost per thousand impressions and a video completion rate of approximately 98.47 percent, exceeding the typical benchmark of 95 percent.

Programmatic Native Advertising

The native advertising campaign delivered more than 2.2 million impressions, approximately 3,100 clicks, and a click-through rate of 0.14 percent, exceeding benchmark expectations. The mermaid creative was identified as the top-performing creative. The campaign also generated more than 2,100 website conversions, which included actions such as spending more than 30 seconds on the website, scrolling, or visiting multiple pages.

Search Engine Marketing

The search engine marketing campaign with Google generated approximately 70,000 impressions and more than 8,800 clicks. The click-through rate was approximately 12.46 percent, with an

efficient cost per click of approximately \$0.72. The performance was described as especially strong for a newly launched Google search campaign.

Paid Social Media

Paid social media was run on Meta platforms, including Facebook and Instagram. Sam noted that social media is an important source of travel inspiration and that the paid social strategy was designed to complement the destination's organic social media efforts. The Welcome Back Songbirds Festival campaign performed especially well. It generated strong engagement, including 75 event RSVPs and approximately 1,800 interested responses. Overall paid social campaign results included more than 750,000 impressions, nearly 28,000 clicks, and approximately 112,000 post engagements. The engagement rate was reported as 5.59 percent, which was considered very strong.

Phase Two Media Plan

Sam presented the proposed phase two media plan, scheduled to run primarily from May through September. The phase two plan retains native advertising, search engine marketing, and paid social media, while adjusting the video strategy and adding several content partnerships.

The proposed phase two media plan included:

- ❖ Programmatic online video using 30-second and 15-second video assets
- ❖ A TripAdvisor partnership
- ❖ A Brand USA international marketing partnership
- ❖ An Atlas Obscura custom content partnership
- ❖ An America250 Florida co-op audio campaign
- ❖ A Fishing with Ronnie Green television episode

Programmatic Video

Starting in May, Miles Partnership will switch the CTV Campaign over to an online video, placed programmatically. This keeps that video storytelling element in the media plan, helping people move a little further down the advertising funnel by giving them an opportunity to click to learn more.

TripAdvisor Partnership

The TripAdvisor partnership would feature Florida's Adventure Coast across TripAdvisor social channels for five months. It will include a high-impact animated ad unit and provide added-value display impressions. The partnership would also include an economic impact report after the campaign concludes, showing revenue generated by ad-exposed users, and average daily rate for domestic travelers to Hernando County.

Brand USA Partnership

The Brand USA opportunity would support international promotion through the America the Beautiful campaign and VisitTheUSA.com. Florida's Adventure Coast content would be promoted to Canada and Brazil. Tammy Heon noted that Canada remains an important market,

while Brazil was selected because of prior influencer activity and alignment with Visit Florida's international target markets. With the AI tool available to visitors of visitusa.com., efforts would include AI-integrated prompts designed to help the destination appear in relevant travel planning searches, such as searches related to Florida Springs.

Atlas Obscura Partnership

The Atlas Obscura partnership would create five dedicated place pages on the Atlas Obscura map and a curated article highlighting unique, off-the-beaten-path experiences in Florida's Adventure Coast. The Council expressed interest in the evergreen nature of the content and its alignment with the destination's unique attractions.

America250 Florida Co-op

The America250 Florida co-op would provide a 50% match through Visit Florida and add digital audio to the media plan. The campaign would include 30-second audio spots on platforms such as Spotify, iHeart, Pandora, and SoundCloud. The campaign would need to tie into American history or the America 250 celebration. Weeki Wachee was discussed as a potential tie-in, as it has already been identified in connection with the America250 effort.

Fishing with Ronnie Green

The phase two plan also included a partnership with Fishing with Ronnie Green for a 30-minute television episode filmed in Hernando County. The episode would be filmed during the fiscal year, though the exact air date could occur later, potentially between July and December.

MOTION: A motion was made by Yann Milcendeau to approve the Phase Two Media Plan. Motion seconded by Diane Greenwell. Motion passed; all in favor and none opposed.

MINUTES of November 20, 2025, TDC Meeting: A copy of the minutes of November 20, 2025, TDC Meeting was included in the meeting packet.

MINUTES of January 22, 2026, TDC Meeting: A copy of the minutes of January 22, 2026, TDC Meeting was included in the meeting packet.

MOTION: A motion was made by Diane Greenwell to approve the minutes of November 20, 2025, TDC Meeting and the minutes of January 22, 2026, TDC Meeting. Motion seconded by Yann Milcendeau. Motion passed; all in favor and none opposed.

FINANCE REPORT: Tammy Heon

February 2026, TDT collections, which is for December business, collected in January, and reported in February are \$230,893, which is a 15.2% decrease under last year's collections of \$272,133.

March 2026, TDT collections, which is for January business, collected in February, and reported in March are \$309,788, which is a 14.1% decrease under last year's collections of \$360,674.

Fiscal Year-to-Date collections are \$1,157,657, which is an 11.1% decrease compared with the same period last year.

Tammy noted that the prior year, 2025, was unusual because collections had increased approximately 32%. When compared with March 2024, the current year remains ahead of that period.

March 2024, TDT collections were \$225,717 and Fiscal YTD collections at that time totaled \$825,980.

Current Marketing and Operations Expenditures:

- ❖ Personnel and Benefits YTD: \$147,527
- ❖ Operating Expenses YTD: \$267,700
- ❖ Outstanding Encumbrances: \$728,144
- ❖ Reserves: \$3,247,758
- ❖ Transfers to Other Funds: \$76,720
- ❖ Available Balance, Including Reserves: \$4,207,335

MANAGER'S REPORT: Tammy Heon

Market Performance January through February 2026: Tammy reviewed market performance data and noted that although the destination is down slightly compared with the previous year, it is performing well compared with broader Southeast regional benchmarks.

Tammy also reported that 30 online travel agency listings had come back online since the previous TDC meeting, adding an estimated sleeping capacity of 192 beds. Airbnb accounted for approximately 64% of the inventory, while VRBO accounted for approximately 36%.

ADR is up 5% regionally. Our ADRs are up in your vacation rental homes and down a little for hotels. Occupancy for vacation rental homes is 42.9% and for hotels is 82.9%.

Top Ten DMAs: Tammy showed the Top Ten DMAs, and again, as Sam pointed out, New York, NY comprises 8% of our visitors. They were 6% of our visitors a year ago. Additionally, Chicago, Detroit, Philadelphia, and Atlanta are now in the Top Ten DMAs. It is exciting that Florida visitors no longer make up eight of our Top Ten DMAs, and we are drawing more out-of-state visitation. The further a visitor travels, the longer they stay. Because the accommodations are filled with visitors verses residents, restaurant and retail spending has increased as well. Overall visitors are accounting for 22% of the restaurant spend and 18% of the retail spend.

Operational Updates:

Tammy reported that the AI travel assistant is now live on FloridasAdventureCoast.com. The assistant appears as a mermaid icon on the website and is multilingual, responding in the language used by the visitor.

Tammy highlighted the performance of the Welcome Back Songbirds Festival campaign. The strong campaign response reinforced birding as an important visitor interest and marketing opportunity. The Hernando County Birding Guide had been updated and reprinted, with copies available for partners. Tammy noted that Chinsegut Conservation Center has the second-highest population of red-headed woodpeckers in the state of Florida, which made the species an appropriate cover image for the guide. Council members discussed the opportunity to expand birding-related programming in the future, including potential connections to Mermaid Lakes and seasonal migration activity.

Tammy provided a detailed update on the Discraft Supreme Flight Disc Golf Open, describing it as one of the destination's most successful events. The event drew spectators from 41 states and four countries, including Japan, Germany, Canada, and Australia. Spectator participation increased by 75%, and amateur participation increased by 42%.

Survey results of Discraft Supreme Flight Disc Golf Open were highly positive:

- ❖ 95% of attendees said they would return in 2027
- ❖ 5% said they might return
- ❖ Event satisfaction was rated 8.8 out of 10
- ❖ Value for money was rated 8.67 out of 10, reportedly the highest ever for a surveyed event
- ❖ Local hotels were rated 19% higher than the previous year
- ❖ Olympus Disc Golf was rated 9.56 out of 10, the highest rating reported for a professional tour course

Tammy stated that staff is actively looking for a second disc golf facility site of approximately 50 to 70 acres with challenging terrain. A potential investor has expressed interest in purchasing land and developing another course in Hernando County. A second course would allow the destination to host larger and more frequent tournaments. The Council also discussed the value of the destination's commercial, originally created for the disc golf tournament, which continues to perform well in paid media and event broadcasts.

NEW BUSINESS:

TDC Grant Funding Applications:

Brooksville Main Street: Pedal Fun Play Day is a single-day event scheduled for April 11, 2026, at Russel Street Park and The Good Neighbor Trail. Based on points earned and the one-third allowance of their marketing budget, the recommended TDC Grant Funding award is \$1,000.

Community Markets and Events, LLC: Hernando County Blueberry Festival is a new three-day event scheduled to begin on May 8, 2026, at Florida Classic Park. They requested \$5,000 and we have \$3,500 available. The recommended TDC Grant Funding award is \$3,500.

Council members discussed the Hernando County Blueberry Festival, including public questions about its relationship to prior blueberry festivals. Tammy explained that the original Florida Blueberry Festival and later Brooksville Blueberry Festival were separate efforts, and that the new Hernando County Blueberry Festival is being organized by Community Markets and Events. The organizer projected significant attendance based on social media response, though Tammy acknowledged that the projection was ambitious.

Tammy noted that grant awards are performance-based, meaning the organizer must complete the promised work before receiving reimbursement.

TDC Sponsorship Request was received from **Historic Hernando Preservation Society, Inc.** for printing of 1,000 Historic Markers Driving Tour Brochure in the amount of \$350.

MOTION: A motion was made by Stan Kaszuba to approve these three amounts. Motion seconded by Therese White. Motion passed; all in favor and none opposed.

The recommendations for TDC Grant Funding will be presented to the BOCC for final approval.

DATES TO REMEMBER:

- ❖ TDC Meeting, Thursday, May 21st
- ❖ Welcome Back Songbirds Festival, March 20th and 21st
- ❖ FWC Public Workshop to discuss Jenkins Creek Dredging and Stabilization Project, Hernando County Utilities, March 25th, 6:00 to 8:00 PM
- ❖ Weeki Wachee River Summit, Pasco-Hernando State College, Spring Hill Campus, March 27th, 9:00 AM to 2:00 PM
- ❖ Greater Hernando County Chamber of Commerce Residents Reception, Anderson Snow Park, March 28th, 10:00 AM to 2:00 PM
- ❖ Front Porch Art Walk, Hernando Beach, Saturday, April 4th
- ❖ National Travel and Tourism Week, May 3rd through May 9th

America250 Discussion: An item not on the agenda was raised regarding a proposed America250 celebration in Hernando County on July 4, 2026. For discussion, Commissioner Amsler was expected to bring the item to the Board of County Commissioners and that the event organizers were seeking \$50,000 in Tourist Development Tax funding.

The event was described as a free, family-friendly celebration at Sand Hill Scout Reservation, likely from 5:00 p.m. to 9:00 p.m. Proposed elements included fireworks, a drone show, family activities, and multiple partner agencies. Staff noted that legal review had been requested to confirm whether Tourist Development Tax funds could be used for the event. Because the TDC would not meet again until May 21, an informal discussion was requested to determine whether there was general support for the concept, pending legal confirmation. Council members also discussed other America250 related activities planned in Hernando Beach, including a boat parade, waterfront programming, flags, and fireworks hosted by the Beach Club. Members discussed the potential for

cross-promotion among multiple events throughout the county, recognizing that no single venue could accommodate all residents and visitors.

TDC MEMBER REPORTS:

Yann Milcendeau of Hernando Beach Motel expressed high approval of the new logo, and that Hernando Beach is currently thriving.

Stan Kaszuba of Trek Spring Hill reported that multiple out-of-state bicycle tour groups had been traveling through the area on Coast-to-Coast Trail routes, including groups from Wisconsin and Michigan. Several groups stayed locally at properties such as the Fairfield Inn and Holiday Inn, while independent cyclists used local lodging options and short-term rentals.

Diane Greenwell of the Hernando County Fine Arts Council provided an update on Art in the Park. Art in the Park remained busy despite occurring on the same day as Swamp Fest. Art in the Park experienced challenging weather, including lightning, hail, and damaged tents. Diane recommended that event organizers develop stronger emergency and weather exit strategies.

Tammy Heon supported Diane's recommendation and suggested that event grant applications could include questions or guidance encouraging organizers to think through emergency plans.

PUBLIC COMMENT: Members of the public thanked the Council and staff for the presentation and expressed appreciation for the investment in professional tourism marketing. One public comment specifically praised the hiring of a top-tier marketing firm and the effort to keep Hernando County competitive and forward-looking. Another public comment expressed appreciation for the inclusion of Hernando Beach in the refreshed destination identity.

The meeting was adjourned at 4:10 pm.

Prepared by:
Michelle Rose



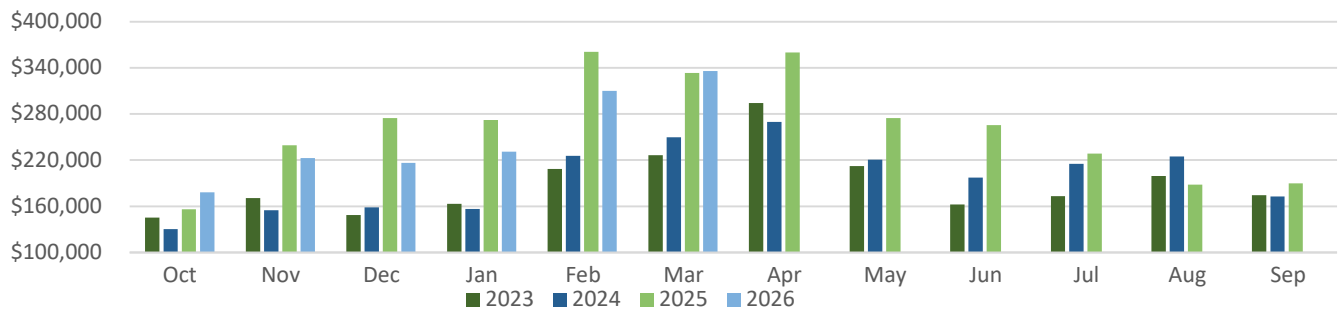
Doug Chorvat, Jr.

Clerk of Circuit Court & Comptroller - Hernando County
20 N. Main Street, Brooksville, FL 34601 - (352) 754-4201

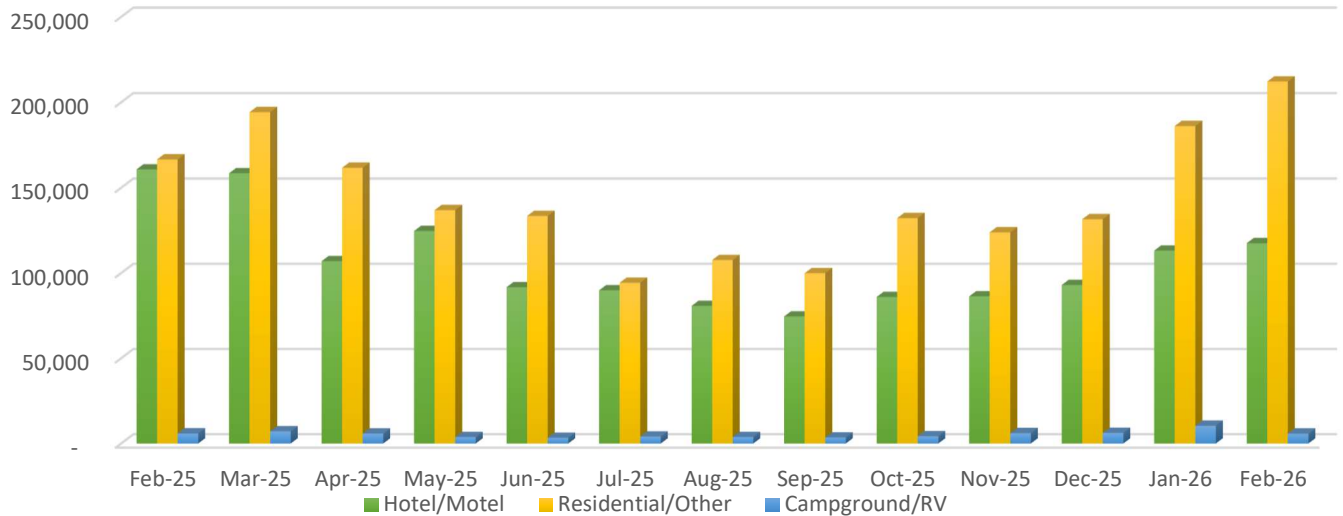
TO: Tourist Development Council (TDC) Members
FROM: Department of Financial Services
CC: Doug Chorvat, Joshua Stringfellow, Toni Brady, Tammy Heon, Shaun Kusnierczak
SUBJECT: March 2026 Tourist Development Tax Collections from February 2026 Activity
DATE: April 08, 2026

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
Tourist Development Tax- March Collections for February Activity	\$ 268,455	\$ 266,628
Destination Development- March Collections for February Activity	\$ 67,114	\$ 66,657
Total	\$ 335,568	\$ 333,285
Year-to-Date	\$ 1,493,225	\$ 1,636,039

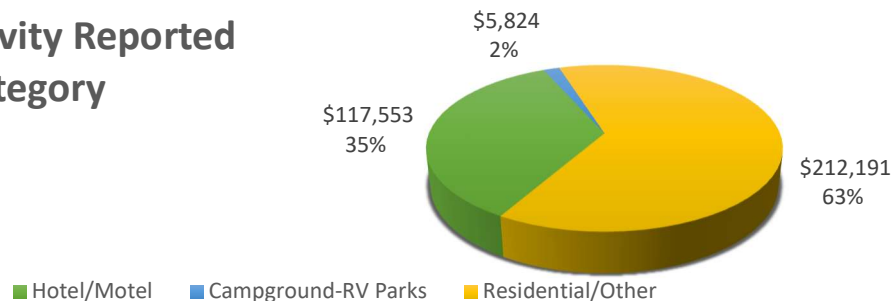
Fiscal Year Revenue Comparison



Revenue Activity Reported



Revenue Activity Reported
by Category





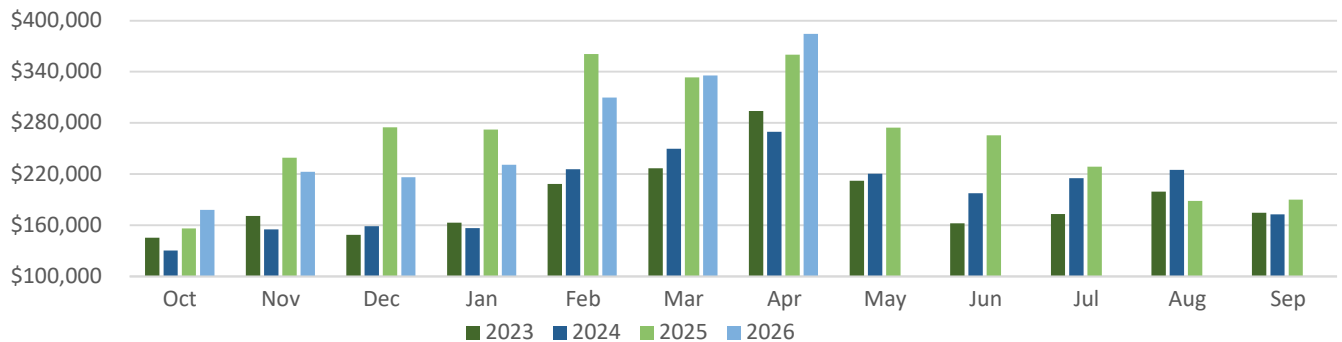
Doug Chorvat, Jr.

Clerk of Circuit Court & Comptroller - Hernando County
20 N. Main Street, Brooksville, FL 34601 - (352) 754-4201

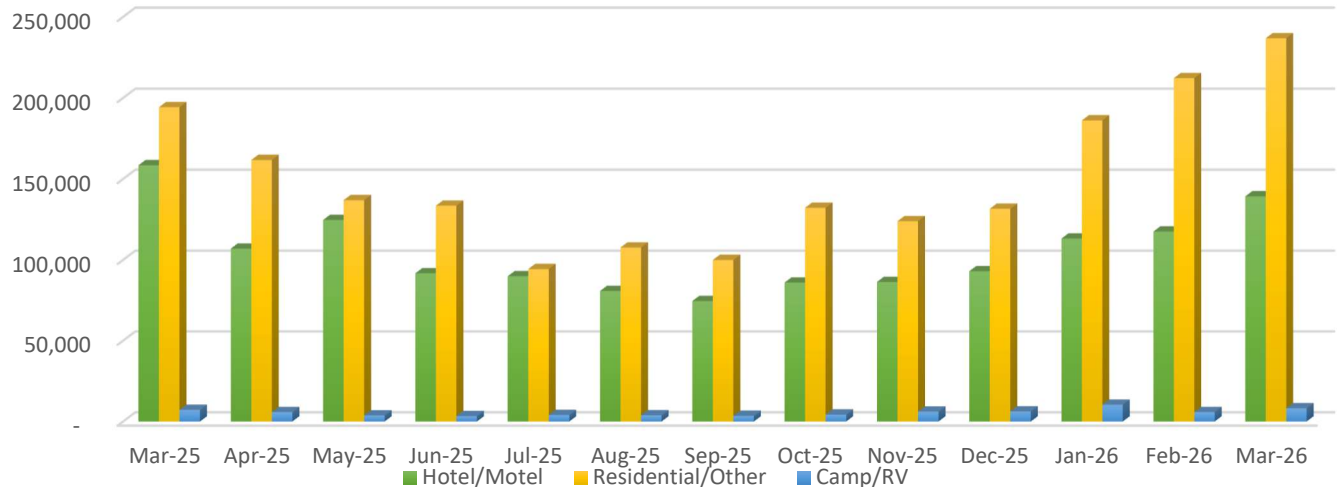
TO: Tourist Development Council (TDC) Members
FROM: Department of Financial Services
CC: Doug Chorvat, Joshua Stringfellow, Toni Brady, Tammy Heon, Shaun Kusnierczak
SUBJECT: April 2026 Tourist Development Tax Collections from March 2026 Activity
DATE: May 07, 2026

Comparison of Collections Current Year to Prior Year		
	Current Year	Prior Year
Tourist Development Tax- April Collections for March Activity	\$ 307,472	\$ 287,977
Destination Development- April Collections for March Activity	\$ 76,868	\$ 71,994
Total	\$ 384,340	\$ 359,971
Year-to-Date	\$ 1,877,566	\$ 1,996,010

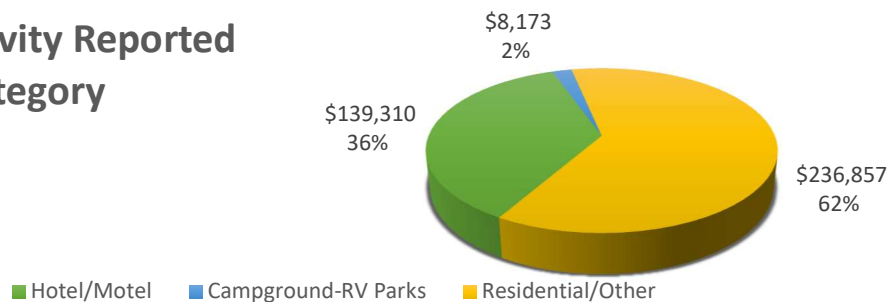
Fiscal Year Revenue Comparison



Revenue Activity Reported



Revenue Activity Reported
by Category



Marketing and Operations Expenditures
YTD as of May 18, 2026

Expenditure	Budget	YTD Expenses	Outstanding Encumbrances	Available Balance
Total Personnel & Benefits	\$421,476	\$224,319	\$0	\$197,157
Total Operating Expenses	\$1,604,752	\$268,130	\$728,144	\$608,478
Total Non-Operating Expenses	\$3,247,758	\$0	\$0	\$3,247,758
Total Transfers to Other Funds	\$76,720	\$0	\$0	\$76,720
Total Expenditures	\$5,350,706	\$492,449	\$728,144	\$4,130,113



Florida's
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BROOKSVILLE ♦ WEEKI WACHEE

PR Report

March 2026





Florida's
ADVENTURE COAST
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Video's Created

- [The March Fishing Report with Captain Chaz on Florida's Adventure Coast \(2026\)](#)
- [Art in the Park on Florida's Adventure Coast \(2026\)](#)
- [Meet the Makers on Florida's Adventure Coast: Autum Proctor \(2026\)](#)
- [Swampfest on Florida's Adventure Coast \(2026\)](#)
- [Cirque Ma'Ceo on Florida's Adventure Coast \(2026\)](#)
- [Celebrate Florida's folk heritage at the Will McLean Music Festival on Florida's Adventure Coast](#)
- [Buccaneer Bay Waterpark Opening for 2026 on Florida's Adventure Coast!](#)
- [Pedal Play Day on Florida's Adventure Coast \(2026\)](#)
- [Power in Art Pole Painting on Florida's Adventure Coast \(2026\)](#)
- [1776 The Musical on Florida's Adventure Coast \(2026\)](#)





Florida's
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Earned Media

- [America 250: Weeki Wachee now part of FDOT's 'Road Trip Florida'](#)
- [Best Day Trips in Florida: Easy escapes from major cities](#)
- [New Tourism Trend: Acting Like a Mermaid](#)
- [12 Incredible Florida Day Trips That Your Family Will Love](#)
- [Art in the Park returns March 14-15 in Brooksville](#)
- [50 family adventures across the USA as America celebrates its 250th anniversary | - The Times of India](#)
- [Spring break activities in Tampa Bay | Daytime](#)
- [The Charming Florida Town That's Quietly An Outdoor Adventure Capital](#)
- [FOX 35 Live Remote Croom ATV](#)
- [Brooksville beekeeper turns backyard hobby into buzzing honey business](#)
- [11 roadside stops across Florida that make the trip more fun](#)



Florida's
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“Getting There”

- Filmed a “**Getting There**” feature, spotlighting one of Florida’s most enchanting and historic destinations as part of the **America250 celebration**. The segment will air beginning March 4, 2026, on Bay News 9.





Florida's
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BROOKSVILLE ♦ WEEKI WACHEE

PR Report

April 2026





Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

Video's Created

- [Pinot's Palette Spring Hill on Florida's Adventure Coast \(2026\)](#)
- [April Fishing Report on Florida's Adventure Coast \(2026\)](#)
- [Veterans Memorial Monument on Florida's Adventure Coast \(2026\)](#)
- [Lead Foot City Indoors on Florida's Adventure Coast \(2026\)](#)
- [Green Acres Farm Blueberry U-Pick on Florida's Adventure Coast \(2026\)](#)
- [Masaryktown Winery & Upicktopia Blueberry U-Pick on Florida's Adventure Coast \(2026\)](#)
- [The Mermaid Experience on Florida's Adventure Coast \(2026\)](#)
- [Halo's Hangouts on Florida's Adventure Coast: Hernando Beach Motel \(2026\)](#)
- [Hernando County Blueberry Festival on Florida's Adventure Coast \(2026\)](#)
- [Herbert Sherbert Ice Cream Co. on Florida's Adventure Coast \(2026\)](#)
- [The Unveiling of "Sea Flower" for the Mermaid Tale Trail on Florida's Adventure Coast \(2026\)](#)
- [Artisan Haven Mercantile and Coffee Shop on Florida's Adventure Coast \(2026\)](#)

Paint, Drink, Have Fun





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Earned Media

- [Cabot Citrus Farms: Where Golf And Community Come Together](#)
- [Fun Adult Camps that Florida Couples are Crushing On](#)
- [Hernando's Fox Fam Jam music festival kicks off Friday](#)
- [Veterans Memorial Monument Unveiled on Florida's Adventure Coast - NatureCoaster.com](#)
- [Pedal Play Day is Biking Fun - Hernando Sun](#)
- [Historic May-Stringer Home in Hernando County subject of ghost tours and hunts](#)
- [Luxury rentals await at The Villas at Seven Hills, a brand-new 55-plus community](#)
- [This Hidden Florida Resort Feels Like The English Countryside—And It's Just 1 Hour From Tampa](#)
- [The water is always 74 degrees and the mermaids have been here since 1947](#)
- [14 Things You Should Actually Do On Your Florida Vacation—From Manatee Kayaking To Staying In A Floating Hotel – AOL](#)
- [Hernando County Blueberry Festival](#)
- [Enjoy a Florida Staycation at Cabot Citrus Farms](#)



Florida's
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Social Media Report

3/1/2026 - 4/30/2026

VS.

3/1/2025 - 4/30/2025

Post Performance: March 1, 2026 - April 30, 2026

Included in this Report

 Florida's Adventure Coast
 adventurecoast

 fladventurecoast
 Florida's Adventure Coast, Brooksvi...
 fladventurecoast

Post	Published Date	Impressions	Average Reach per Post	Engagement Rate (per Impression)	Engagements	Reactions	Comments	Shares	Saves	Post Link Clicks
184 Posts Mar 1, 2026 – Apr 30, 2026		326,853 ↘ 2.5%	2,050.46 ↘ 19.4%	4.3% ↘ 10.7%	14,232 ↘ 13.3%	4,097 ↘ 42.3%	355 ↘ 55.1%	892 ↘ 40.7%	16 ↘ 40.7%	1,089 ↗ 340.9%
141 Posts Mar 1, 2025 – Apr 30, 2025		335,139	2,543.32	4.8%	16,411	7,101	791	1,503	27	247

Top 3 Posts - Impressions



Florida's Adventure Co...
Fri 3/6/2026 4:55 pm EST

Get ready for some swampy fun this weekend at Linda Pedersen Park! 🌿🦋



Views 73,888



Florida's Adventure Co...
Thu 4/23/2026 2:31 pm EDT

Get ready for a berry sweet weekend on Florida's Adventure Coast. 🍷 The inaugural Hernando County Blueberry...



Views 73,786

Boosted



Florida's Adventure Co...
Wed 3/18/2026 6:42 pm EDT

Florida's Adventure Coast is In The News! Thrill-seekers looking for an adventure through nature can explore the...



Views 38,566

Post Performance: March 1, 2026 - April 30, 2026

Top 3 Posts - Video Views

 Florida's Adventure Co... Thu 4/23/2026 2:31 pm EDT Get ready for a berry sweet weekend on Florida's Adventure Coast. 🍷 The inaugural Hernando County Blueberry...  Video Views 41,052	 Florida's Adventure Co... Fri 3/6/2026 4:55 pm EST Get ready for some swampy fun this weekend at Linda Pedersen Park! 🌿🌿  Video Views 38,195	 fladventurecoast Mon 4/13/2026 10:49 am EDT Rain or shine, the fun keeps rolling at Lead Foot City, America's Automotive Theme Park on Florida's Adventure Coast! 🚗🚗...  Reels Video Views 3,587
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Top 3 Posts - Engagements

 Florida's Adventure Co... Thu 4/23/2026 2:31 pm EDT Get ready for a berry sweet weekend on Florida's Adventure Coast. 🍷 The inaugural Hernando County Blueberry...  Engagements 2,670 Reactions 323 Comments 55 Shares 92 Post Link Clicks 45 Other Post Clicks 2,155	 Florida's Adventure Co... Fri 3/6/2026 4:55 pm EST Get ready for some swampy fun this weekend at Linda Pedersen Park! 🌿🌿  Engagements 2,281 Reactions 1,257 Comments 55 Shares 200 Post Link Clicks 1 Other Post Clicks 768	 Florida's Adventure Co... Wed 3/18/2026 6:42 pm EDT Florida's Adventure Coast is In The News! Thrill-seekers looking for an adventure through nature can explore the...  Engagements 1,789 Reactions 81 Comments 21 Shares 19 Post Link Clicks 250 Other Post Clicks 1,418
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Performance Summary: March 1, 2026 - April 30, 2026



Included in this Report

Sources

[f](#) Florida's Adventure Coast
 [@](#) fladventurecoast
 [@](#) fladventurecoast
 [p](#) adventurecoast
[v](#) Florida's Adventure Coast, Brooksville - Weeki Wachee

Impressions

1,967,045 ↗ 154.5%

Engagements

26,883 ↗ 91%

Post Link Clicks

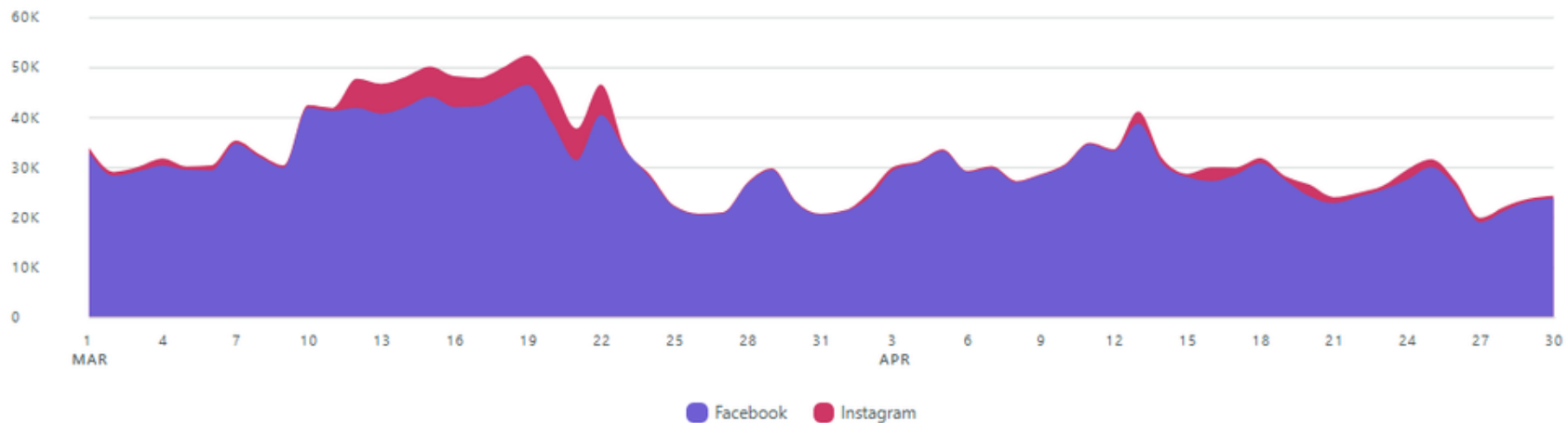
6,295 ↗ 1,683.3%

Engagement Rate (per Impression)

1.3% ↘ 23.3%

Impressions

Review how your content was seen across networks during the selected time period.



■ Facebook
 ■ Instagram

Impression Metrics

Impressions

Totals

% Change

1,967,045 ↗ 154.5%

Facebook Views

1,861,424 ↗ 153.5%

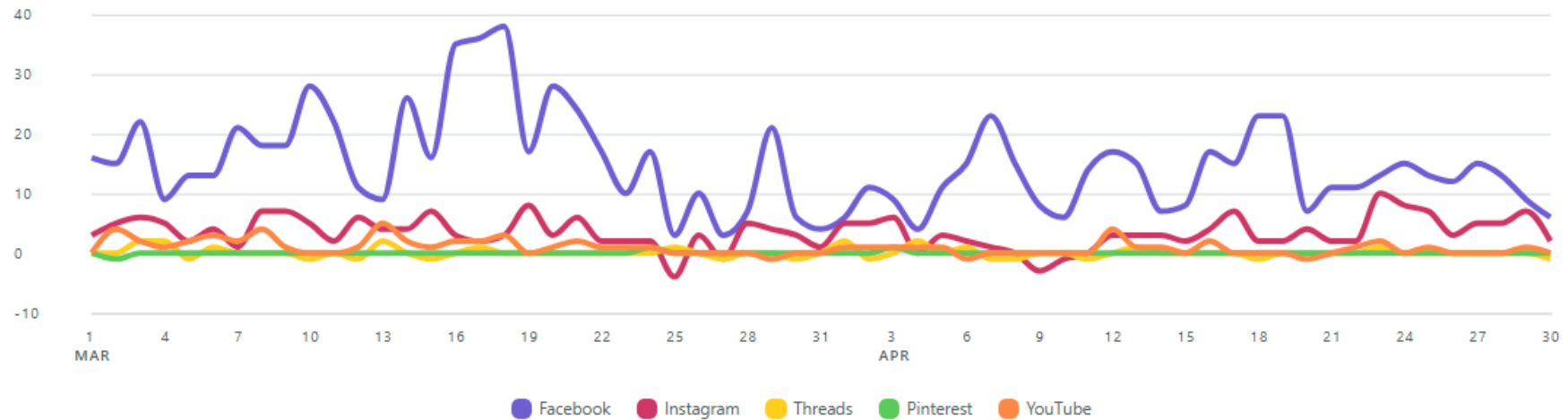
Instagram Views

105,621 ↗ 173.9%

Performance Summary: Audience Growth

Audience Growth

See how your audience grew during the selected time period.

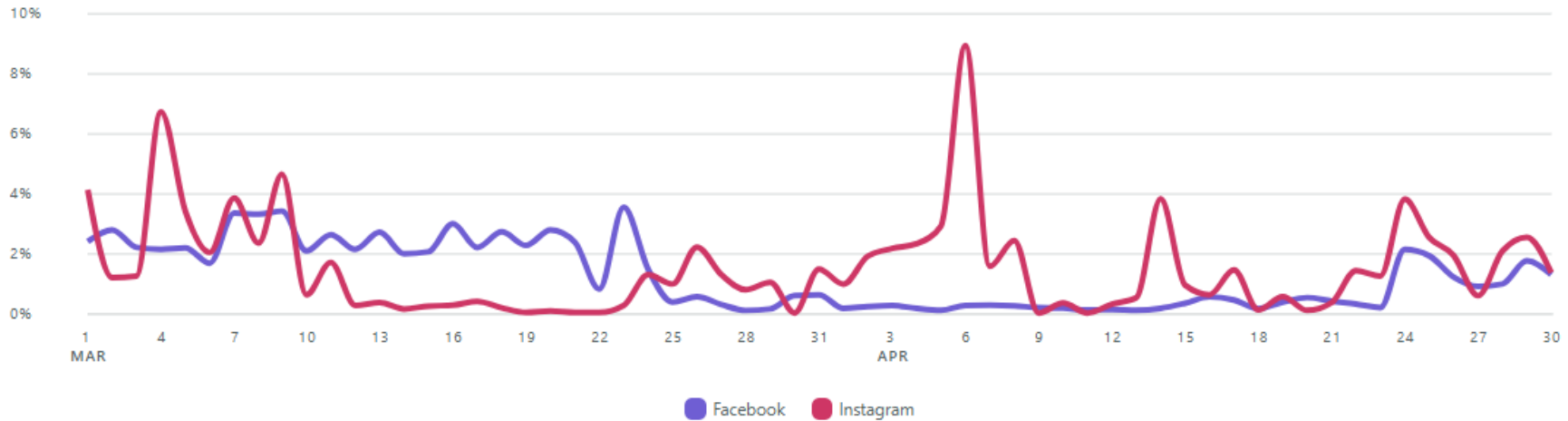


Audience Metrics	Totals	% Change
Audience	69,020	↗ 6.9%
Net Audience Growth	1,175	↗ 52.2%
Facebook Net Follower Growth	905	↗ 54.7%
Instagram Net Follower Growth	209	↗ 59.5%
Threads Net Follower Growth	4	↘ 55.6%
Pinterest Net Follower Growth	1	—
YouTube Net Subscriber Growth	56	↗ 19.1%

Performance Summary: Engagement Rate

Engagement Rate

See how engaged people are with your posts during the selected time period.



Engagement Rate Metrics

Engagement Rate (per Impression)

Rate % Change

1.3% ↘ 23.3%

Facebook Engagement Rate

1.4% ↘ 18%

Instagram Engagement Rate

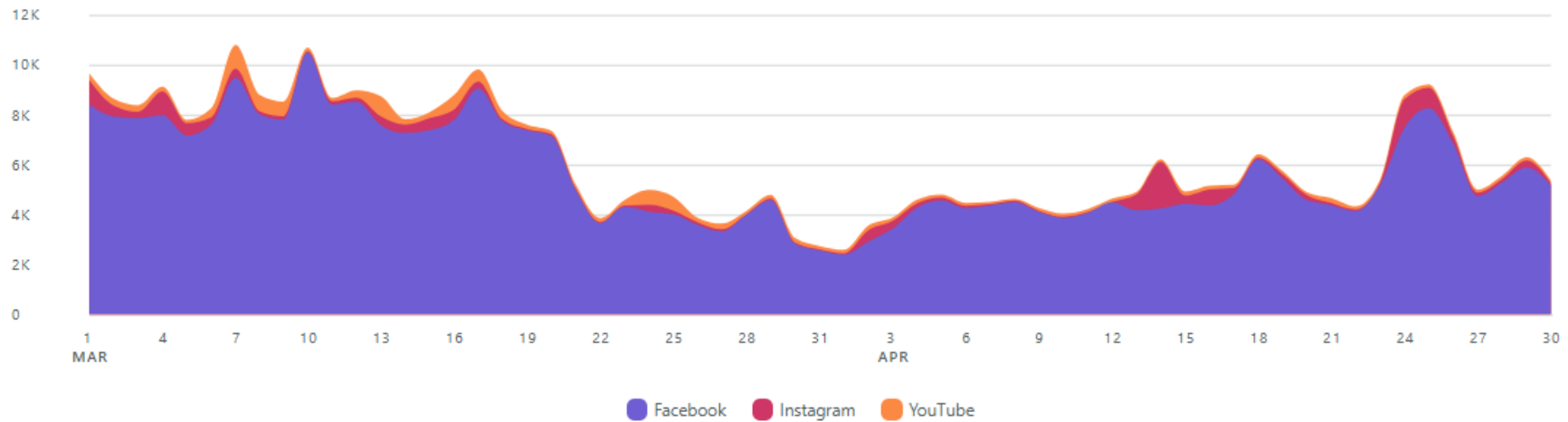
0.8% ↘ 76%

Performance Summary: Video Views



Video Views

Review how your videos were viewed across networks during the selected time period.



Video Views Metrics

	Totals	% Change
Video Views	375,040	↗ 144.5%
Facebook Video Views	345,122	↗ 210.6%
Instagram Reel Video Views	16,016	↘ 45.5%
YouTube Video Views	13,902	↗ 8.1%



Florida's
ADVENTURE COAST
BROOKSVILLE ♦ WEEKI WACHEE

Website Analytics: Google Reports Snapshot

3/1/2026 - 4/30/2026

Google Reports Snapshot - March 2026 (Part 1 of 3)

Views

145K

Sessions

63K

Engagement rate

68.9%

Active users ?

38K

New users ?

72K

Average engagement time per active user ?

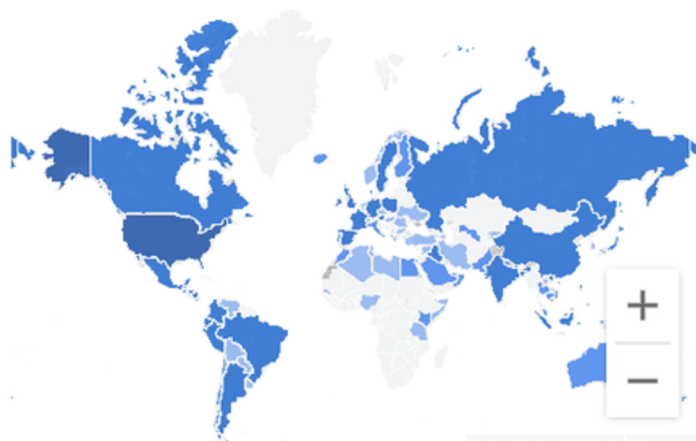
27s

Total revenue ?

\$0.00



Active users▼ by Country



COUNTRY	ACTIVE USERS
United States	36K
Singapore	872
China	176
India	85
Canada	79
Germany	66
Mexico	50

[View countries →](#)

Active users▼ by City

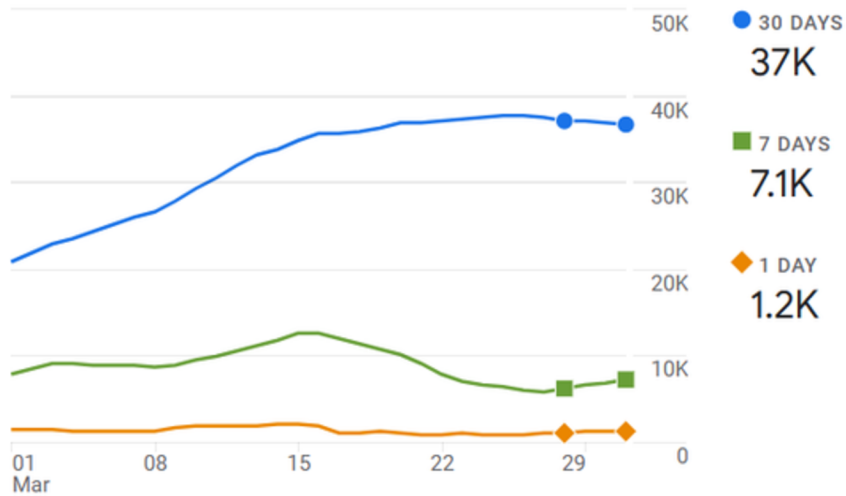


CITY	ACTIVE USERS
New York	1.8K
Orlando	1.2K
Miami	891
Tampa	859
Singapore	833
Jacksonville	672
Spring Hill	495

[View cities →](#)

Google Reports Snapshot - March 2026 (Part 2 of 3)

User activity over time



User activity by cohort

Based on device data only

	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5
All Users	100.0%	2.2%	1.3%	0.9%	0.7%	0.6%
Mar 29 - Apr 4						
Apr 5 - Apr 11						
Apr 12 - Apr 18						
Apr 19 - Apr 25						
Apr 26 - May 2						
May 3 - May 9						

6 weeks ending May 9

[View retention](#)

Views by Page title and screen class

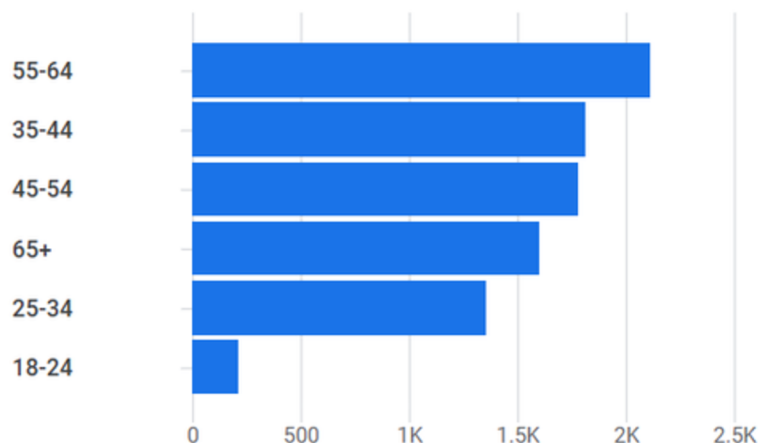
PAGE TITLE AND SCREEN CLASS	VIEWS
Fishing - Floridas Adventure Coast	37K
Birdwatching & Wildlife Viewing - Floridas Adventur...	31K
Florida's Adventure Coast - Discover Nature's Place ...	22K
Florida's Adventure Coast - Discover Attractions PL...	5.1K
Dine - Floridas Adventure Coast	4.4K
Paddling - Floridas Adventure Coast	4.1K
Events - Floridas Adventure Coast	4K

Event count by Event name

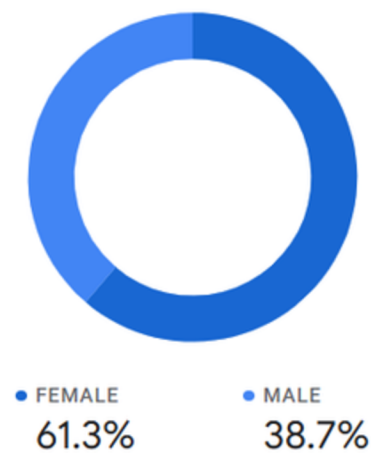
EVENT NAME	EVENT COUNT
page_view	145K
enews_completion	87K
session_start	80K
first_visit	72K
user_engagement	22K
deep_reader_2_pages	7.4K
ua_2_pages	7.4K

Google Reports Snapshot - March 2026 (Part 3 of 3)

Active users▼ by Age



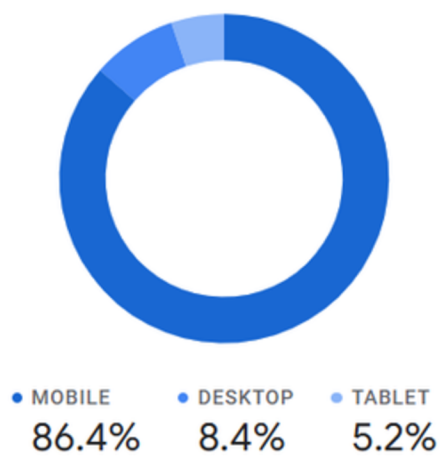
Active users▼ by Gender



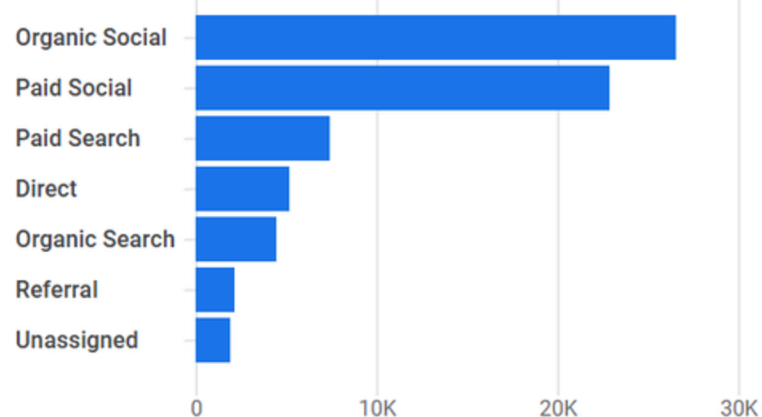
Active users▼ by Interests

INTERESTS	ACTIVE USERS
News & Politics/Avid...	1.5K
Lifestyles & Hobbies...	1.1K
Food & Dining/Cooki...	1.1K
Technology/Social M...	994
Home & Garden/Ho...	943
Sports & Fitness/Spo...	913
Media & Entertainme...	807

Active users▼ by Device category



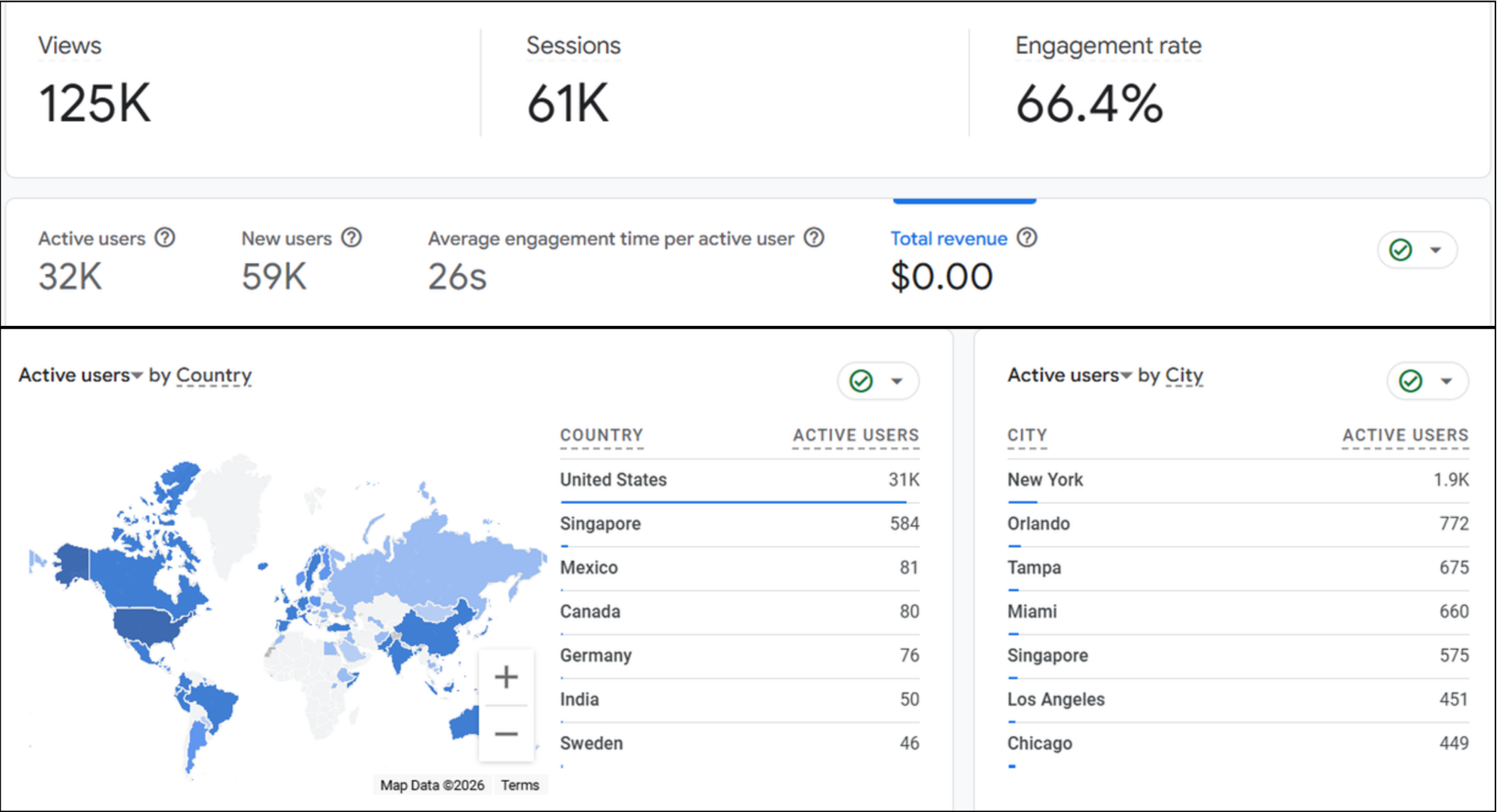
New users by First user primary channel group (Default C...▼



Sessions▼ by Session primary ch...▼

SESSION PRIMARY ...	SESSIONS
Organic Social	29K
Paid Social	25K
Paid Search	6.1K
Direct	5.4K
Organic Search	4.4K
Referral	2.3K
Unassigned	1.9K

Google Reports Snapshot - April 2026 (Part 1 of 3)



Active users ?

32K

New users ?

59K

Average engagement time per active user ?

26s

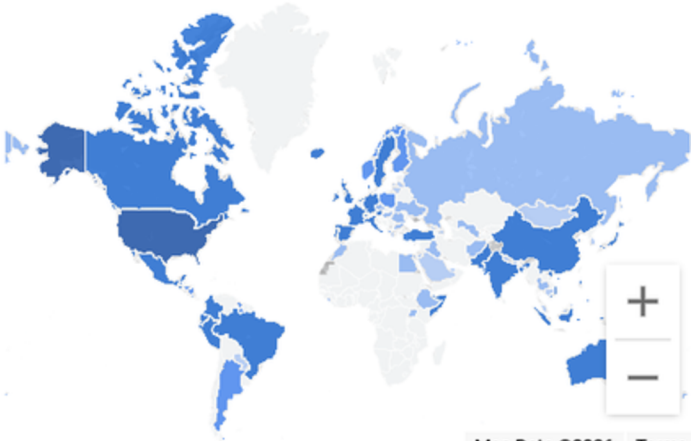
Total revenue ?

\$0.00

✔

Active users▼ by Country

✔



COUNTRY	ACTIVE USERS
United States	31K
Singapore	584
Mexico	81
Canada	80
Germany	76
India	50
Sweden	46

Map Data ©2026 Terms

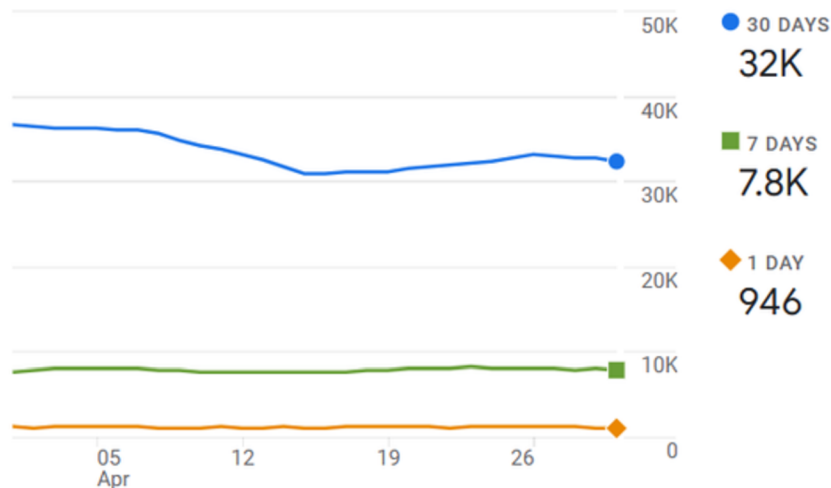
Active users▼ by City

✔

CITY	ACTIVE USERS
New York	1.9K
Orlando	772
Tampa	675
Miami	660
Singapore	575
Los Angeles	451
Chicago	449

Google Reports Snapshot - April 2026 (Part 2 of 3)

User activity over time



User activity by cohort

Based on device data only

	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5
All Users	100.0%	2.2%	1.3%	0.9%	0.7%	0.6%
Mar 29 - Apr 4						
Apr 5 - Apr 11						
Apr 12 - Apr 18						
Apr 19 - Apr 25						
Apr 26 - May 2						
May 3 - May 9						

6 weeks ending May 9

[View retention](#)

Views by Page title and screen class

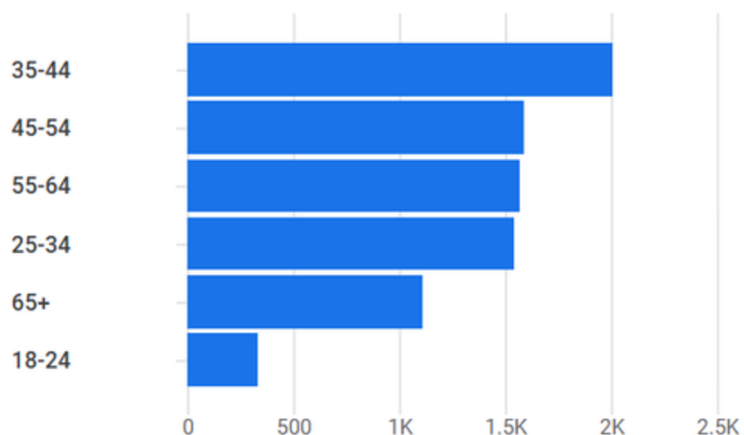
PAGE TITLE AND SCREEN CLASS	VIEWS
Fishing - Floridas Adventure Coast	42K
Florida's Adventure Coast - Discover Nature's Place ...	29K
Florida's Adventure Coast - Discover Attractions PL...	5.2K
Dine - Floridas Adventure Coast	4.9K
Paddling - Floridas Adventure Coast	4.7K
Events - Floridas Adventure Coast	4.4K
Where to Stay - Floridas Adventure Coast	3.1K

Event count by Event name

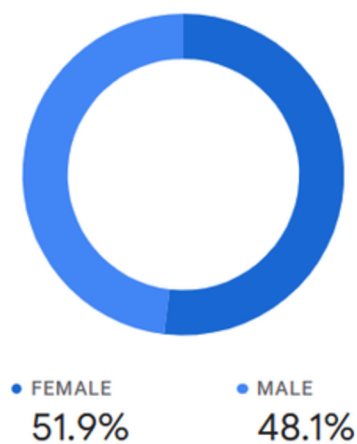
EVENT NAME	EVENT COUNT
page_view	125K
enews_completion	84K
session_start	66K
first_visit	59K
user_engagement	19K
deep_reader_2__pages	6.3K
ua_2__pages	6.3K

Google Reports Snapshot - April 2026 (Part 3 of 3)

Active users▼ by Age



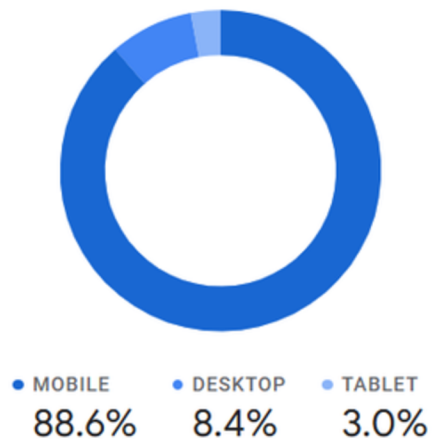
Active users▼ by Gender



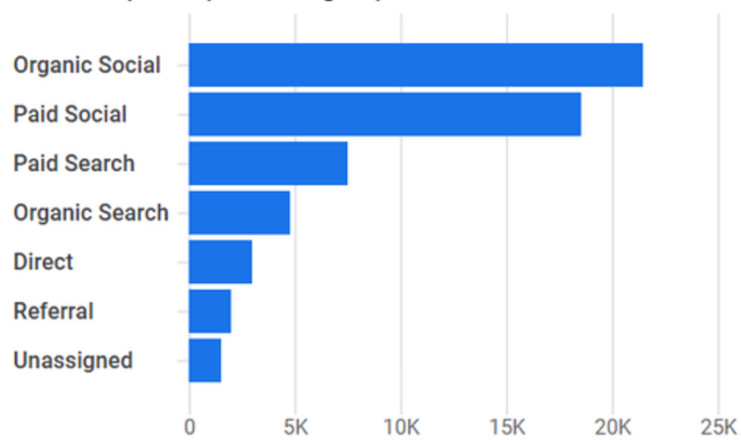
Active users▼ by Interests

INTERESTS	ACTIVE USERS
News & Politics/Avid...	47
Lifestyles & Hobbies...	41
Technology/Social M...	40
Food & Dining/Cooki...	36
Home & Garden/Ho...	28
Media & Entertainme...	26
Sports & Fitness/Spo...	26

Active users▼ by Device category



New users by First user primary channel group (Default C...



Sessions▼ by Session primary ch...

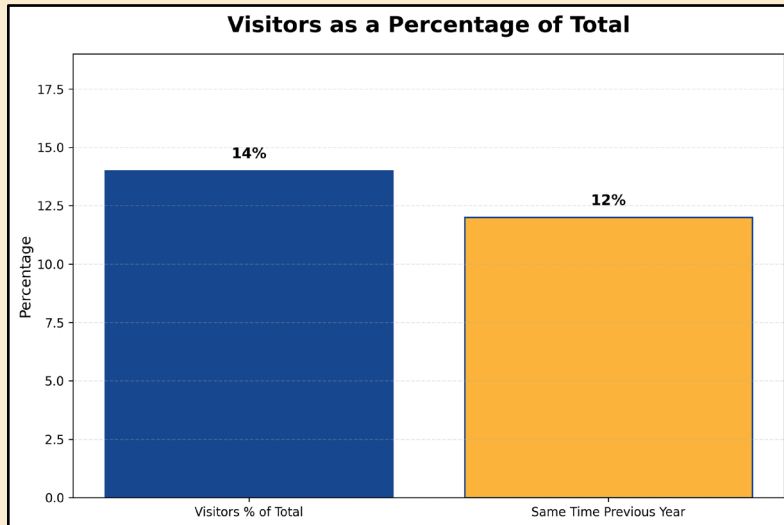
SESSION PRIMARY ...	SESSIONS
Organic Social	22K
Paid Social	20K
Paid Search	7.6K
Organic Search	5.1K
Direct	3.1K
Referral	2.3K
Unassigned	1.6K

Zartico Data

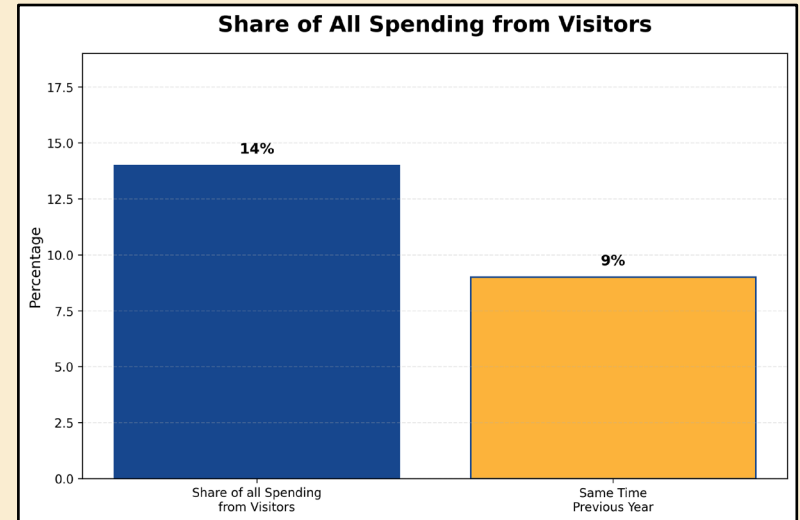
Current Quarter To Date

Visitor Data

Percentage of Visitors in Destination

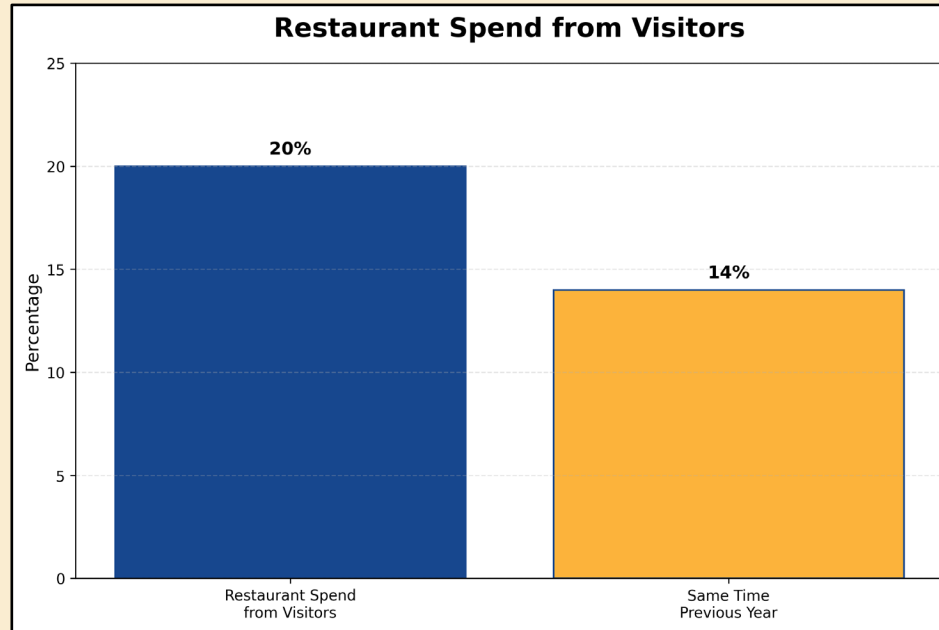


Percentage of Spending by Visitors in Destination



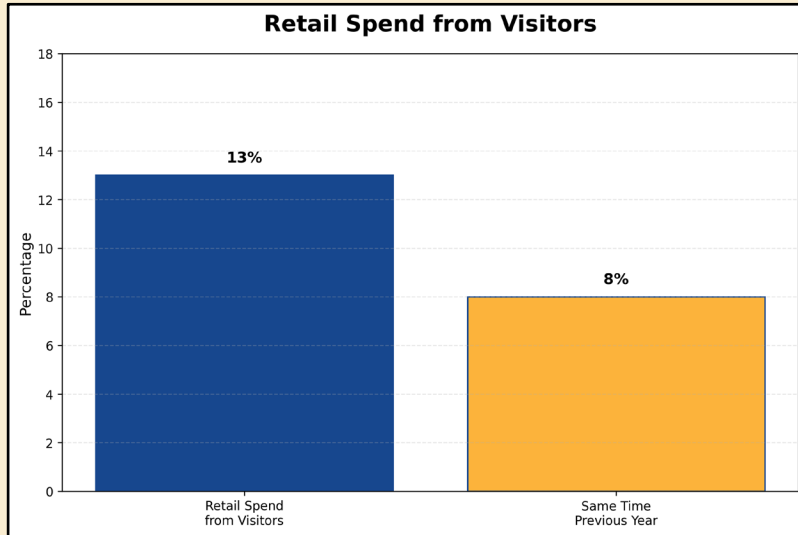
Visitor Data

Percentage Restaurant Spend from Visitors

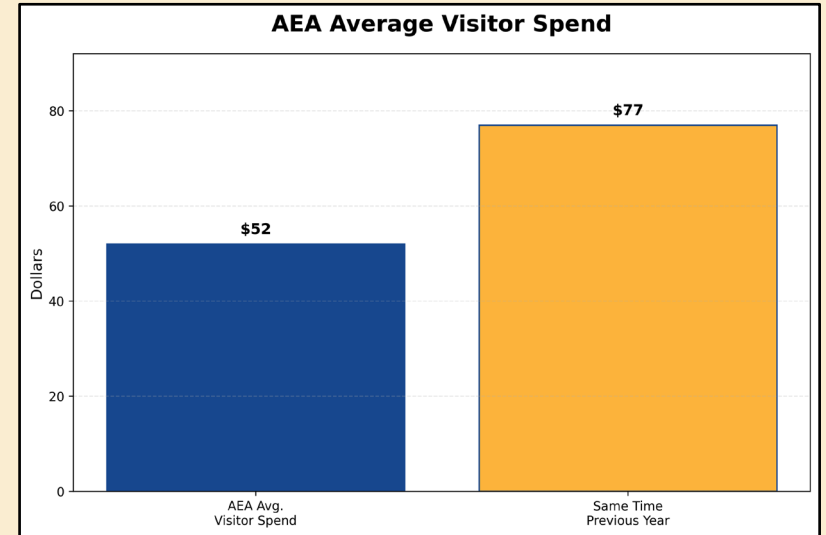


Visitor Data

Percentage Retail Spend from Visitors

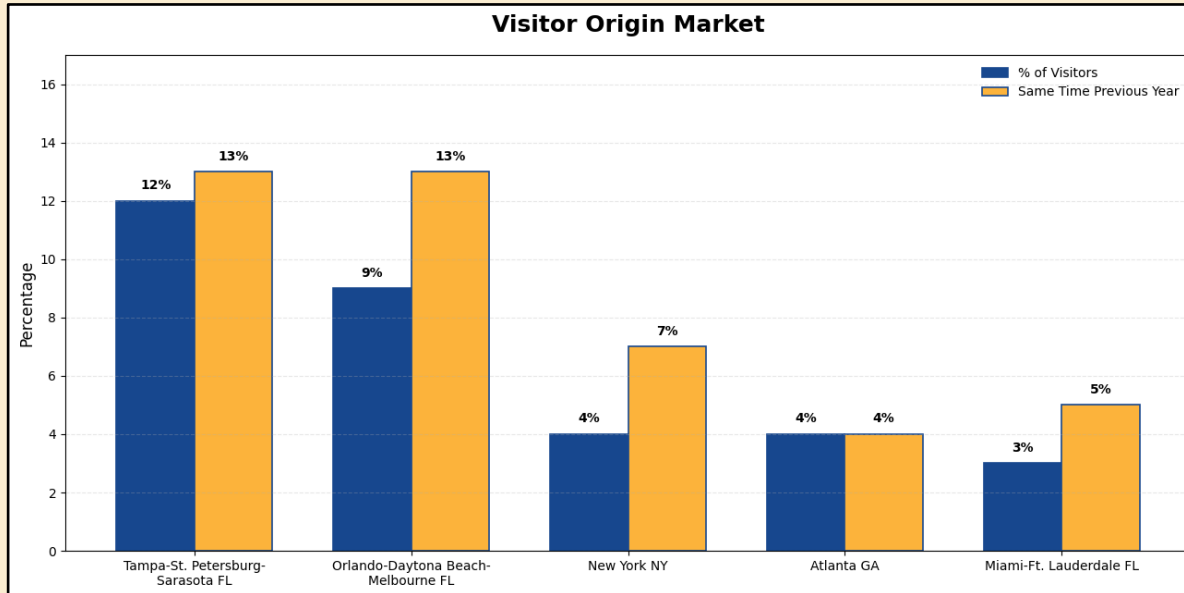


Percentage of Arts & Entertainment Spend by Visitors



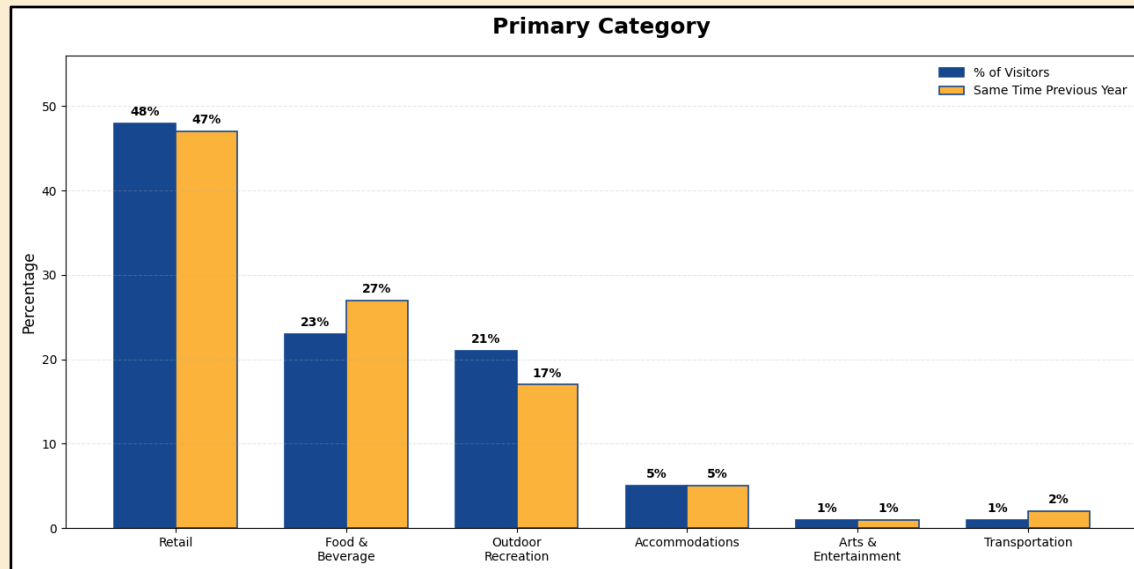
Visitor Data

Top Visitor DMAs



Visitor Data

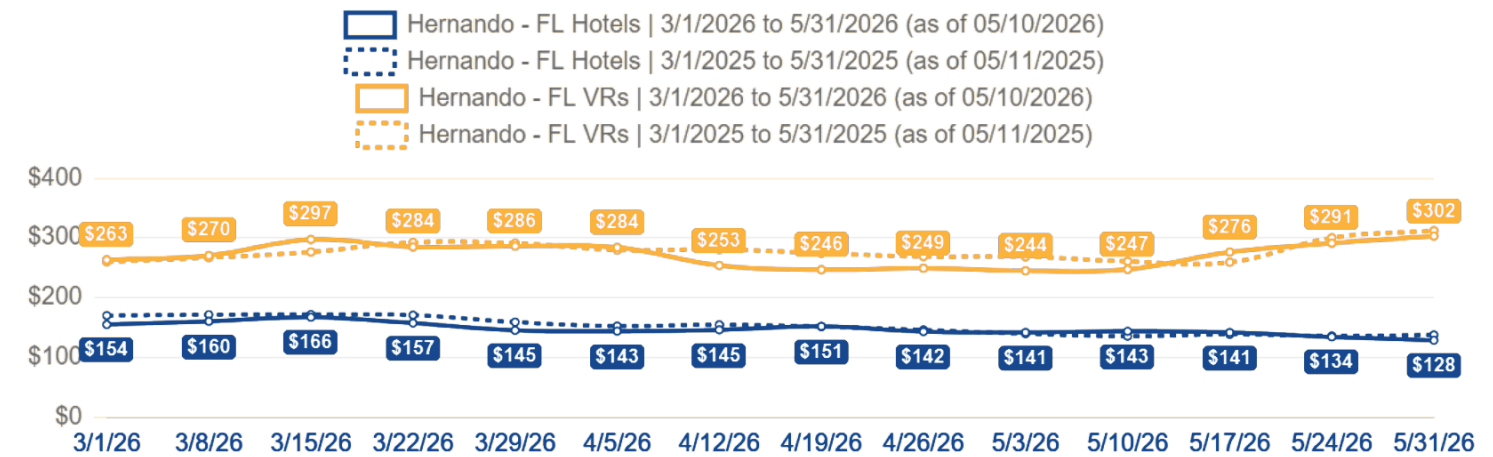
Percentage of Spending by Category



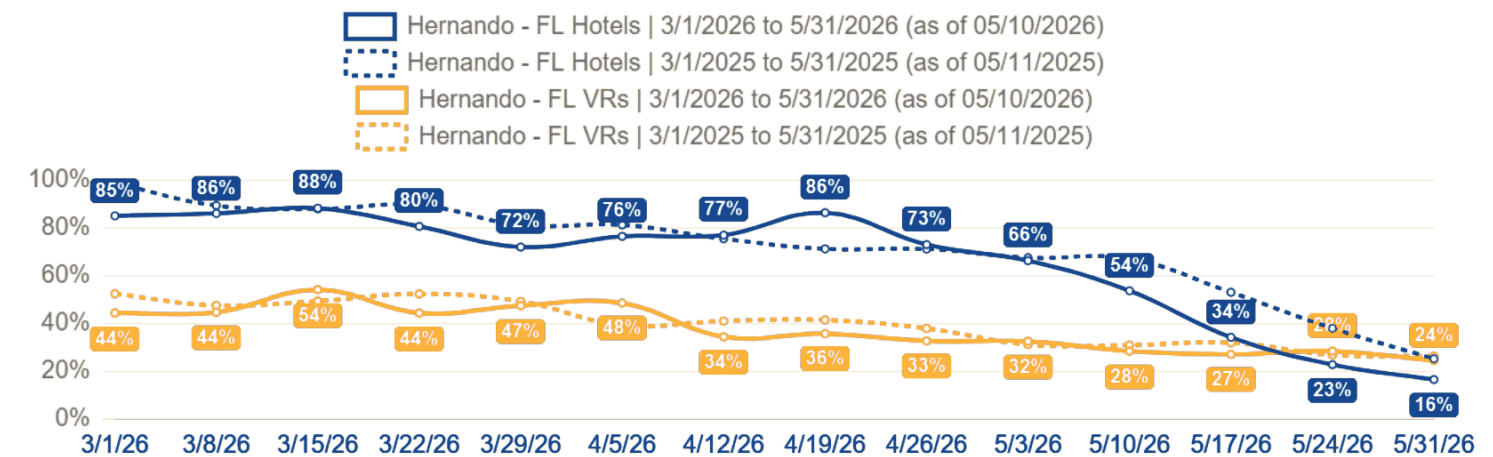
Data Source: Hotel (Direct) | VR (Airbnb/Vrbo combined)

KPI	Value	Compared	Difference
ADR (Hotels)	\$150	\$154	-3%
ADR (VR)	\$271	\$279	-3%
Occupancy (Hotels)	68.6%	69.2%	-1%
Occupancy (VR)	38.2%	38.8%	-2%
RevPAR (Hotels)	\$103	\$107	-3%
RevPAR (VR)	\$104	\$108	-4%
Revenue (Hotels)	\$4,116,836	\$4,261,515	-3%
Revenue (VR)	\$10,777,020	\$10,441,933	3%

ADR

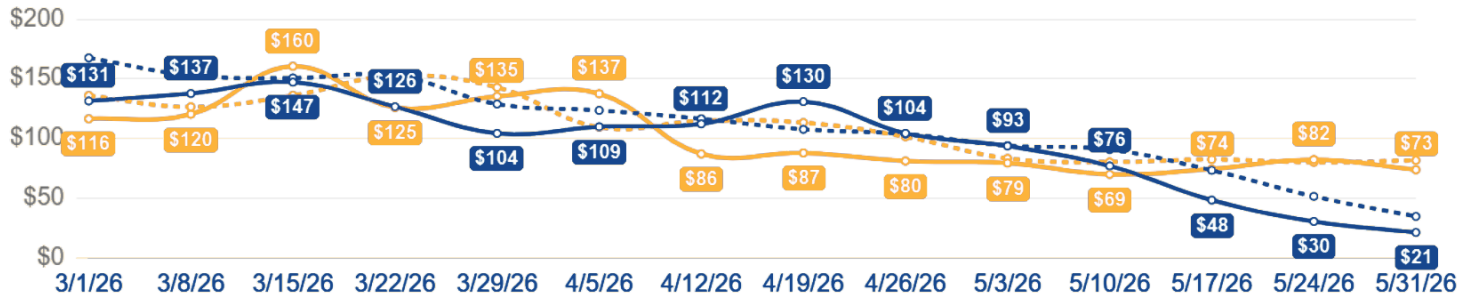


Occupancy



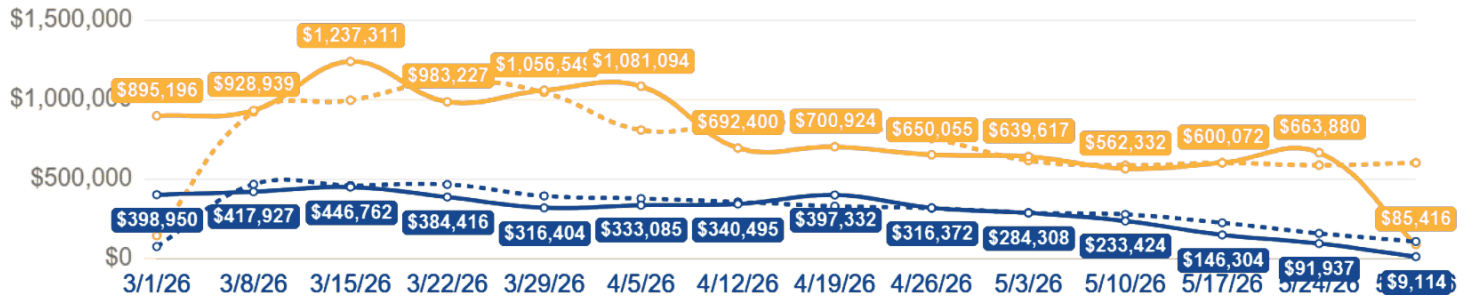
RevPAR

- Hernando - FL Hotels | 3/1/2026 to 5/31/2026 (as of 05/10/2026)
- Hernando - FL Hotels | 3/1/2025 to 5/31/2025 (as of 05/11/2025)
- Hernando - FL VRs | 3/1/2026 to 5/31/2026 (as of 05/10/2026)
- Hernando - FL VRs | 3/1/2025 to 5/31/2025 (as of 05/11/2025)



Revenue

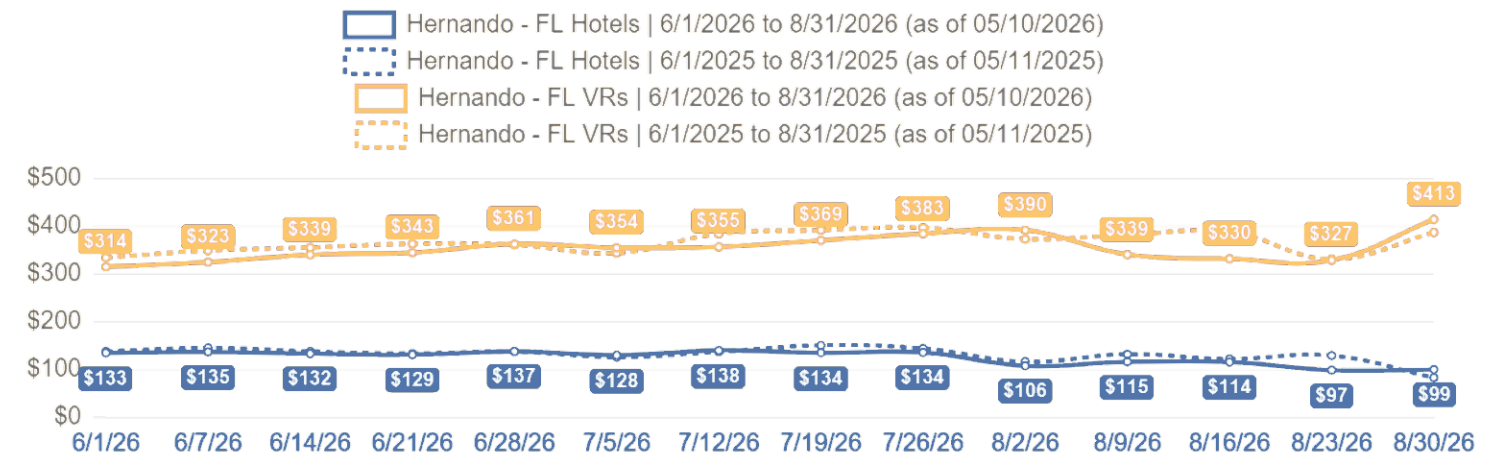
- Hernando - FL Hotels | 3/1/2026 to 5/31/2026 (as of 05/10/2026)
- Hernando - FL Hotels | 3/1/2025 to 5/31/2025 (as of 05/11/2025)
- Hernando - FL VRs | 3/1/2026 to 5/31/2026 (as of 05/10/2026)
- Hernando - FL VRs | 3/1/2025 to 5/31/2025 (as of 05/11/2025)



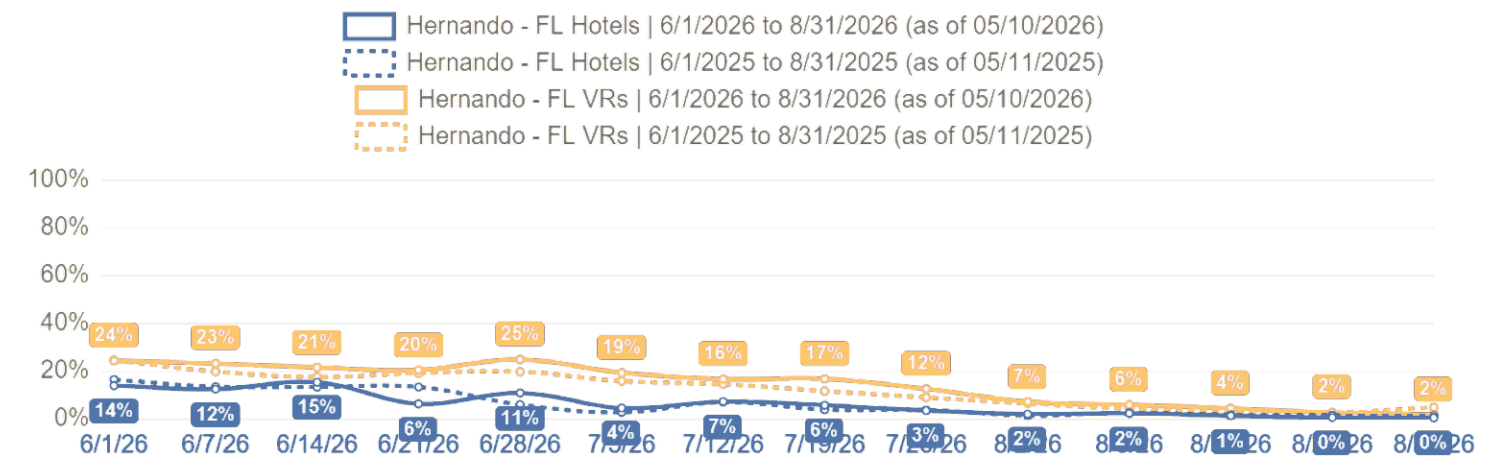
Data Source: Hotel (Direct) | VR (Airbnb/Vrbo combined)

KPI	Value	Compared	Difference
ADR (Hotels)	\$133	\$137	-3%
ADR (VR)	\$348	\$360	-3%
Occupancy (Hotels)	6.2%	6.4%	-4%
Occupancy (VR)	14.8%	12.5%	19%
RevPAR (Hotels)	\$8	\$9	-6%
RevPAR (VR)	\$52	\$45	15%
Revenue (Hotels)	\$328,994	\$351,715	-6%
Revenue (VR)	\$5,460,067	\$4,428,902	23%

ADR

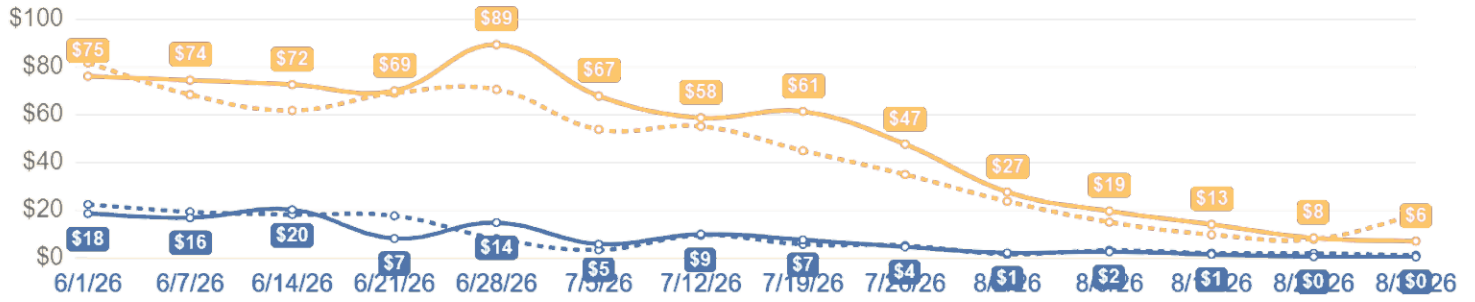


Occupancy



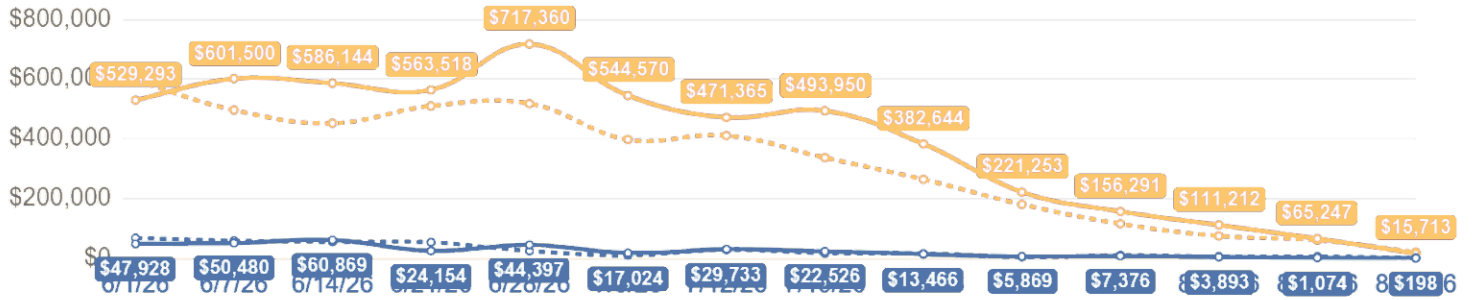
RevPAR

- Hernando - FL Hotels | 6/1/2026 to 8/31/2026 (as of 05/10/2026)
- Hernando - FL Hotels | 6/1/2025 to 8/31/2025 (as of 05/11/2025)
- Hernando - FL VRs | 6/1/2026 to 8/31/2026 (as of 05/10/2026)
- Hernando - FL VRs | 6/1/2025 to 8/31/2025 (as of 05/11/2025)



Revenue

- Hernando - FL Hotels | 6/1/2026 to 8/31/2026 (as of 05/10/2026)
- Hernando - FL Hotels | 6/1/2025 to 8/31/2025 (as of 05/11/2025)
- Hernando - FL VRs | 6/1/2026 to 8/31/2026 (as of 05/10/2026)
- Hernando - FL VRs | 6/1/2025 to 8/31/2025 (as of 05/11/2025)



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 Created: 5/18/26 10:05 AM
 Market(s): Hernando - FL
 Filter(s): none